

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1 1. (Currently amended) A method for customizing website traffic tracking
2 data comprising the steps of:

3 receiving user input specifying configuration of a web page to track

4 at least one custom event, the user input comprising:

5 selection of at least one of a plurality of customizable events;

6 and

7 selection of at least one custom attribute associated with at

8 least one customizable event;

9 inserting embedded tracking code in ~~[[a]] the web page containing~~

10 ~~a custom event to be tracked;~~

11 subsequently modifying the embedded tracking code to track the

12 occurrence of the at least one custom event as specified by

13 the user input ~~to be tracked;~~ and

14 receiving user input specifying configuration of a data collection

15 server to receive the at least one custom event, the user input

16 specifying values for at least one event and at least one cus-

17 tom attribute;

18 responsive to the user input;

19 configuring, via a user interface, a the data collection server

20 to receive the at least one custom event ~~to be tracked;~~

21 and

22 generating a configuration string for inclusion on the web

23 page, the configuration string comprising encoded

24 configuration information for at least one custom

25 attribute.

1 2. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 1, wherein modifying the embedded tracking code to track the
3 occurrence of the at least one custom event further comprises the ~~steps~~ step of:

4 modifying the embedded tracking code to associate [[a]] at least

5 one selected custom attribute with [[the]] at least one se-

6 lected custom event.

1 3. (Previously presented) A method for customizing website traffic track-
2 ing data as in claim 2, wherein the custom attribute is adapted to retain a value
3 after the custom event has occurred.

1 4. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 3, wherein configuring the data collection server to receive the at
3 least one custom event ~~to be tracked~~ further comprises the step of:
4 assigning ~~[[an]]~~ expiration data to ~~[[the]]~~ at least one custom
5 attribute associated with the at least one custom event;
6 and wherein the configuration string comprises a representation of the
7 expiration data.

1 5. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 3, wherein configuring, ~~via a user interface, a custom attribute~~
3 ~~associated with an event to be tracked~~ the data collection server to receive the at
4 least one custom event further comprises the step of:
5 assigning version data to ~~[[the]]~~ at least one custom attribute;
6 and wherein the configuration string comprises a representation of the
7 version data.

1 6. (Currently amended) A method for customizing website traffic tracking
2 data as in claim ~~[[2]]~~ 1, further comprising the ~~steps~~ step of:
3 ~~generating a configuration string associated with the custom~~
4 ~~attribute; and,~~

5 inserting the configuration string in data collection code on the web
6 page a website containing the custom event to be tracked.

1 7 to 16. (Canceled).

1 17. (Currently amended) One or more computer readable storage devices
2 having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform a method for customizing website traffic tracking data comprising the
5 steps of:

6 receiving user input specifying configuration of a web page to track
7 at least one custom event, the user input comprising:
8 selection of at least one of a plurality of customizable events;
9 and
10 selection of at least one custom attribute associated with at
11 least one customizable event;

12 inserting embedded tracking code in ~~[[a]]~~ the web page containing
13 a custom event to be tracked;
14 subsequently modifying the embedded tracking code to track the
15 occurrence of the at least one custom event as specified by
16 the user input to be tracked; and

receiving user input specifying configuration of a data collection
server to receive the at least one custom event, the user input
specifying values for at least one event and at least one cus-
tom attribute;
responsive to the user input;
configuring, via a user interface, a the data collection server
to receive the at least one custom event to be tracked;
and
generating a configuration string for inclusion on the web
page, the configuration string comprising encoded
configuration information for at least one custom
attribute.

18. (Currently amended) One or more computer readable storage devices
having computer readable code embodied on said computer readable storage
devices, said computer readable code for programming one or more computers
to perform the method for customizing website traffic tracking data of claim 17,
wherein the step of modifying the embedded tracking code to track the occur-
rence of the at least one custom event further comprises the step of further com-
prising the steps of:

8 modifying the embedded tracking code to associate [[a]] at least
9 one selected custom attribute with [[the]] at least one se-
10 lected custom event.

1 19. (Previously presented) One or more computer readable storage devic-
2 es having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform the method for customizing website traffic tracking data of claim 18,
5 wherein the custom attribute is adapted to retain a value after the custom event
6 has occurred .

1 20. (Currently amended) One or more computer readable storage devices
2 having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform the method for customizing website traffic tracking data as in claim
5 18, further comprising the ~~steps~~ step of:

6 ~~generating a configuration string associated with the custom-~~
7 ~~attribute; and,~~

8 inserting the configuration string in data collection code on the web
9 page a website containing the custom event to be tracked.

2 21. (New) A method for customizing website traffic tracking data as in
3 claim 1, further comprising the steps of, responsive to occurrence of a custom
4 event:

5 receiving, at the data collection server, tracking data associated
6 with the embedded tracking code, the tracking data describ-
7 ing the event;
8 matching the received tracking data with at least one component of
9 the specified configuration of the data collection server; and
10 storing the matched tracking data in a data repository.

1 22. (New) One or more computer readable storage devices having computer
2 readable code embodied on said computer readable storage devices, said computer
3 readable code for programming one or more computers to perform the method for
4 customizing website traffic tracking data as in claim 17, further comprising the steps
5 of, responsive to occurrence of a custom event:

6 receiving, at the data collection server, tracking data associated with the
7 embedded tracking code, the tracking data describing the event;
8 matching the received tracking data with at least one component of the
9 specified configuration of the data collection server; and
10 storing the matched tracking data in a data repository.